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EnterpriseWorld

A NEW PERSPECTIVE OF BUSINESS

At a

34 Brands
That Offer
Student
Discounts

MCUBE COACHING ACADEMY

Mohammed Mubin Mallick
CEO Founder Author &
Business Coach

Good Study

Baskin-Robbins:
The Iconic
Ice Cream
Chain with
Endless Flavor
Adventures

Upshot

Faroe Islands:
A Journey
Through
Nature's
Hidden Gem

The Best

**PROFESSIONAL TRAINING
AND COACHING CENTERS**

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A NEW PERSPECTIVE OF BUSINESS

This list is NOT a ranking. The companies on listed in magazine serve different aspects of the market, making ranking them in any order except revenue impossible and unfair. We try to bring a perfect platform for business organization to showcase their valued products/ services.

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FROM EDITOR'S DESK

Nurturing Talent, driving Success!

It gives us immense pleasure to bring you this special edition of *The Enterprise World*, “The Best **Professional Training and Coaching Centers to Watch**.” In this issue, we shine a spotlight on the organizations that are redefining the future of professional growth and development. These training and coaching centers have become the backbone of today’s workforce transformation, helping individuals and businesses unlock their potential and achieve unparalleled success.

In a world that is constantly evolving, the demand for specialized skills, effective leadership, and innovative problem-solving has never been greater. Whether it is mastering technical expertise, building resilient teams, or fostering personal growth, professional training and coaching are vital. Organizations featured in this issue are leading the way with tailored approaches, advanced methodologies, and a passion for nurturing talent.

This edition showcases stories of resilience, vision, and commitment from training centers that are more than just institutions—they are enablers of dreams and catalysts for change. Each of them is making a significant impact across industries, equipping professionals to navigate complexities and embrace opportunities.

We also delve into the challenges faced by these institutions and how they leverage technology, research, and innovation to offer world-class training solutions. From leadership coaching to skill-specific certifications, they are shaping a workforce that is agile, competent, and ready for the challenges of tomorrow.

As you turn the pages of this issue, we invite you to discover how these centers are fostering a culture of excellence, inspiring individuals to think beyond boundaries, and driving growth for organizations worldwide. Their efforts remind us of the importance of lifelong learning and the power of mentorship in creating a brighter, more empowered future.

On the cover of this issue, we have featured **MCube Coaching Academy**, founded by **Mohammed Mubin Mallick**. It is a coaching center headquartered in Bangalore, India. Established in 2023, MCube Coaching Academy’s vision is to be a global leader in coaching and corporate training, inspiring transformational growth and creating a community of empowered individuals and thriving businesses.

Have a great read!



Utkarsh D.



LEADERS IN SPOTLIGHT

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Mohammed Mubin Mallick is a successful entrepreneur who always felt the need to share his knowledge and experiences with others. He believed that the best way to do this was through learning and training. This inspiration led him to create the MCube Coaching Academy. Before starting the academy, he participated in various coaching webinars, workshops, masterclasses, challenges, and short training sessions, and earned certifications. These experiences helped him gain a better understanding of coaching and how to run an effective academy.

The core philosophy of MCube Coaching Academy is to empower individuals, teams, and organizations to reach their full potential. However, the specific methods, tools, and objectives used by the academy vary based on the coaching context.

When working one-on-one with an individual, the focus is on personal growth, mindset development, and achieving specific goals. In team coaching, the emphasis is on enhancing group dynamics, improving collaboration, strengthening communication, and boosting collective performance. For organizational coaching, the academy addresses strategic alignment, cultural transformation, and overall performance improvement across the entire organization.

Regardless of the coaching context, MCube Coaching Academy tailors its approach to meet the unique needs of each client. This ensures that the results are lasting and impactful, helping the individuals, teams, and organizations they work with to reach new heights of success.



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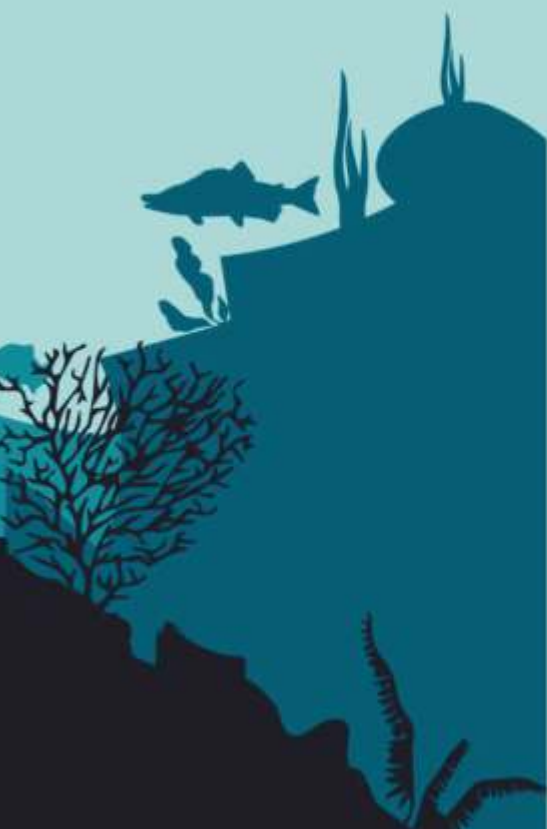
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"EXPECT THE UNEXPECTED:
ALUPCO'S INNOVATIVE AND BOLD DESIGNS WILL LEAVE YOU IMPRESSED."

PECTED



ALUPCO 



MCUBE

Coaching Academy

Redefining Leadership and Organizational Excellence

**Mohammed
Mubin Mallick**

CEO Founder Author
& Business Coach

“

The coaching program with MCube Coaching Academy has been a game-changer for us. Not only did it improve our leadership skills, but it also brought our teams together. The positive shift in both morale and performance has been incredible, and we are seeing the results in our bottom line. We are now on track to exceed our growth targets for the year.”

- Ravi Kumar, CEO, Green Torq

Cover Story

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The Inspiring Story Behind Starting the Academy

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Feedback as a Tool for Success

Feedback is a fundamental part of the coaching approach at MCube Coaching Academy. The academy believes that constructive and timely feedback is crucial for growth and transformation. It helps clients understand their strengths, identify blind spots, and improve their strategies for success.

To make feedback constructive and empowering, MCube Coaching Academy emphasizes being specific, actionable, and supportive. The academy highlights positive reinforcement while also addressing areas that need improvement, always presenting feedback as a chance for growth rather than criticism. Promoting a growth mindset, MCube Coaching Academy encourages clients to accept feedback, take responsibility for their development, and continuously evolve as individuals and leaders.

The Transformation of Green Torq Through Coaching

MCube Coaching Academy has had a significant positive impact on Green Torq, a mid-sized IT service provider.

Green Torq was experiencing rapid growth, but this growth brought challenges in leadership and team performance. The leadership team struggled to agree on key strategic goals, which led to slow decision-making and communication issues within teams. There was confusion about roles, and teams often worked independently instead of collaborating. As a result, employee engagement was low, and the company's growth stagnated.

To address these issues, Green Torq turned to MCube Coaching Academy for help in improving leadership teamwork, enhancing team performance, and boosting business growth. MCube created a customized coaching program that included:



Leadership Development Workshops:

These workshops focused on building emotional intelligence, strategic thinking, and communication skills among senior leaders.



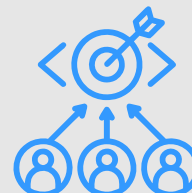
Executive Coaching:

Individual coaching sessions provided personalized strategies for effective decision-making, resolving conflicts, and motivating teams.



Team Coaching:

Group coaching sessions aimed to improve collaboration, trust, and productivity within teams.



Business Strategy Alignment:

Facilitated sessions helped align business goals with leadership priorities and operational strategies, ensuring everyone in the organization was moving in the same direction.

The results of the coaching program were remarkable. The senior leadership team gained a better understanding of their strengths and areas for improvement, leading to better decision-making and stronger alignment on strategic goals. Communication between leaders and teams became clearer and more efficient, with regular check-ins and feedback improving overall employee engagement. Teams that had previously struggled to work together now showed higher levels of trust and collaboration, resulting in increased productivity and faster project delivery.

Within six months, Green Torq reported a 30% increase in revenue and a 15% decrease in employee turnover, thanks to improved leadership effectiveness, better team dynamics, and more effective business strategy execution.

Cover Story

Customized Coaching Programs

Instead of using a one-size-fits-all model, the academy offers tailored coaching solutions designed specifically for each client, whether an individual, team, or organization. These customized programs address unique challenges and goals, ensuring maximum impact and a strong return on investment.

Expert Coaches with Diverse Expertise

The team of coaches brings a wide range of expertise from various industries and cultural backgrounds. With coaches fluent in English, Arabic, Hindi, Urdu, and Bengali, the academy connects with clients from different linguistic and cultural contexts, making coaching more inclusive and effective.

Integration of Technology and Innovation

The academy seamlessly incorporates advanced technology, such as AI-powered assessments and digital learning platforms, to enhance the coaching experience. It believes in using digital tools to help clients thrive in the growing world, providing them with the resources they need to succeed.

Strategies to Stay Ahead in the Industry

At MCube Coaching Academy, staying ahead of the competition relies on its holistic, client-focused approach, commitment to innovation, and ability to adapt to the changing needs of businesses and individuals.

Focus on Long-Term Transformation

Rather than just providing quick fixes, the academy focuses on sustainable, long-term transformation. The coaching aims to develop leadership skills, provide lasting organizational change, improve team dynamics, and drive business growth. The goal is to create a deep and lasting impact that benefits personal and organizational development.

Proven Track Record and Client Success

The academy has a strong history of success, supported by testimonials from clients who have experienced significant improvements in their personal growth, business performance, and leadership effectiveness. Its commitment to delivering positive results sets it apart from other coaching centers.

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The Role of Technology in Coaching

MCube Coaching Academy believes that embracing technology, including innovations like Artificial Intelligence (AI) and digital transformation, is vital for staying relevant in today's fast-paced business environment. These tools enhance coaching processes and empower clients to become adaptable, innovative leaders.

The academy utilizes AI-driven tools to provide personalized insights and data-driven assessments. For instance, AI-based personality assessments and 360-degree feedback offer accurate insights into clients' strengths, blind spots, and leadership styles, allowing for tailored coaching that focuses on impactful growth areas.

Incorporating digital transformation involves training leaders and teams to use technology as a growth enabler. It guides clients in using digital tools to improve communication, project management, and collaboration—essential skills in today's interconnected world.

Additionally, virtual coaching platforms enable the academy to engage clients globally, removing geographical barriers and offering flexible coaching sessions. This accessibility prepares clients to thrive in remote and hybrid work settings.

MCube Coaching Academy views AI and digital tools not as replacements for human connection but as enhancements that enrich the coaching experience. By integrating these technologies, the academy helps clients develop leadership capabilities and become champions of innovation within their organizations.





Know the Man Behind the Academy

Entrepreneurial Journey and Coaching Entrepreneurs

Mohammed Mubin Mallick's (CEO, Founder, Author & Business Coach) journey as an entrepreneur has been challenging, exciting, and full of adventure. His travels to various countries helped him become a person with a rich multicultural perspective and exposed him to international markets and their demands. In addition to his entrepreneurial experience, he is also highly skilled in technical areas.

One day, a colleague suggested Mohammed to train start-ups and founders on how to build a successful company in just three years. This idea led him to establish a real coaching business. He began offering one-on-one coaching for individuals and group coaching for people with similar interests or fields.

At the MCube Coaching Academy, he has also trained six coaches who assist in providing coaching to clients around the world.

Embracing Transformation

For Mr. Mubin, the transition from being a CEO and founder to becoming a business coach was a challenging moment, especially with the whole world watching him. However, he realized that to make a meaningful impact in the lives of others, he needed to become a business coach. As a CEO and founder, he could only influence his own company and clients. But as a business coach, he could impact many companies and their teams around the world, which represented a significant transformation.

He recalled his father's words: "Live for others to achieve success in your life." This reminded him that true success is about his achievements and about helping others succeed. Reflecting on this idea helped him overcome the challenges of his transition and embrace his new role as a coach.



Cover Story

Strengthening Leadership at Kiran Smart

Leading Kiran Smart has profoundly transformed Mr. Mubin's approach to leadership and business coaching. His experiences taught him the importance of visionary leadership, adaptability, and building strong, collaborative teams.

At Kiran Smart, he faced complex challenges, including market shifts and team dynamics, which required him to adapt his leadership style. This reinforced the value of empathy, as understanding the unique needs of employees and clients became essential for driving change and providing innovation.

As a business coach, Mr. Mubin applies these lessons, recognizing that coaching involves more than just giving advice. It requires understanding the context, actively listening, and tailoring strategies to meet each client's specific challenges and goals. His leadership role at Kiran Smart strengthened his belief in collaboration and the importance of building cohesive teams that work in synergy. Additionally, his experience taught him how to drive strategic growth despite uncertainty. He uses this knowledge to help clients focus on long-term solutions rather than short-term obstacles. This combination of visionary thinking and practical execution has become a cornerstone of his coaching philosophy.

The Future of Coaching

Looking ahead, Mr. Mubin's long-term goal for MCube Coaching Academy is to become a global leader in transformative coaching, empowering individuals, teams, and organizations to reach their highest potential. Over the next 5 to 10 years, he envisions significant expansion geographically and across various industries and sectors.

A key objective is to integrate emerging technologies like AI and advanced analytics into coaching programs for personalized, data-driven insights. By combining technology with human-centered coaching, it aims to create scalable hybrid learning models while maintaining a deep, personalized approach.

In the next decade, Mr. Mubin sees MCube Coaching Academy as a thought leader in leadership development, business agility, and organizational resilience. As the world evolves with digital transformation and shifting workplace cultures, its coaching programs will help businesses and individuals adapt and thrive. Importantly, the academy wants its impact to be measurable and sustainable. In 5 to 10 years, it envisions a strong network of alumni and clients sharing success stories about overcoming challenges and driving positive change.



Advice for Entrepreneurs and Businesses

In today's fast-growing business world, resilience is crucial due to economic uncertainties, geopolitical tensions, and technological disruptions. Mr. Mubin emphasizes five key strategies for businesses to thrive.

First, they should foster agility and adaptability, encouraging leaders and teams to embrace change and innovate in response to market shifts. Strong leadership and clear communication are essential, as employees look to their leaders for guidance during uncertain times. Leaders must communicate openly about challenges and listen to employee concerns to build trust and morale. Maintaining a focus on cash flow and operational efficiency is also vital; businesses need to manage expenses wisely while leveraging technology to streamline processes. Embracing digital tools and automation, such as AI and cloud solutions, can help companies stay competitive and discover new revenue streams. Finally, supporting employee well-being, mental and physical, is important for maintaining engagement and commitment during challenging times. By implementing these strategies, businesses can navigate difficulties and emerge stronger.

Key Takeaways from Mcube Coaching Academy's Journey

01

MCube Coaching Academy offers tailored coaching programs to help individuals, teams, and organizations reach their full potential. By understanding unique needs and goals, the academy provides targeted solutions for lasting transformation.

02

The academy leverages technology like AI and digital platforms to enhance the coaching experience. AI-powered assessments and virtual coaching sessions make learning more accessible and efficient.

03

A key focus is on developing strong leaders and empowering teams. Coaching programs help improve communication, collaboration, and strategic thinking, leading to increased productivity and employee satisfaction.

04

The academy emphasizes empathy and collaboration in its coaching approach. By building strong relationships with clients and understanding their needs, coaches create a supportive environment for growth.

05

MCube Coaching Academy aims to be a global leader in coaching and training. By integrating technology, focusing on client needs, and fostering a culture of continuous learning, the academy is poised to shape the future of coaching and leadership development.

Company Name

MCube Coaching Academy

Company Headquarters

Bangalore, India

Founded Year

2023

Featured Person

Mohammed Mubin Mallick's (CEO, Founder, Author & Business Coach)

Featured Person's LinkedIn

<https://www.linkedin.com/in/mohammed-mubin-mallick-businesscoach/>

Company's LinkedIn

<https://in.linkedin.com/company/mcube-coaching-academy>



GORILLA20
CREATIONS

武士道

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


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THE

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武士道
Bushido
BUSHIDO

the way of the warriors



Located halfway between Iceland and Norway is a wonder of nature with a rich ancient history - the Faroe Islands. Surrounded by towering cliffs, green hillsides, endless lakes, and steep mountainsides, it's easy to get lost in the beauty of this land of giants. It's a stunning archipelago of 18 islands, of which 17 are inhabited. The islands cover about 1,400 square kilometers of land and have 1,100 kilometers of coastline. The landscape is rocky and shaped by volcanic activity, with many cliffs along the shore.

Time seems to move slowly at the Faroe Islands and life here is closely tied to sea, especially fishing. With its rich history, stunning bird cliffs, and countless waterfalls, a trip here will be truly memorable. In this blog, you will learn more about these stunning islands, their history, nordic traditions, and tips for travelers.

ROE

Islands

A Journey Through Nature's Hidden Gem



Unpredictable

Climate & Best Time to Visit

The Faroe Islands are known for their rapidly changing weather. You might experience all seasons within a single day sometimes. These islands experience a maritime subarctic climate, characterized by short, mild summers and cool, wet winters. The weather can be windy, wet, and cloudy throughout the year. Average temperatures typically range from **1°C to 12°C** with **summer** highs averaging around **13°C** and **winter** lows dropping to about **6°C**. Rain is common, often manifesting as drizzle or showers, which is typical for an island located in the North Atlantic.

The **best time to visit** is during summer, particularly from **June to August**. During this period, visitors can expect drier and warmer weather, with average temperatures ranging from 13°C to 15°C, making it ideal for outdoor activities like hiking. Summer in these islands can have around 20 hours of daylight in June, which allows for the extended exploration of the landscapes.

While winter can be quite cold and unpredictable, it offers unique experiences such as the chance to see the Northern Lights and enjoy the dramatic winter scenery. However, if you're looking for more stable weather conditions, summer is definitely the preferred season for most travelers.

The Rich History

These Islands are known as Føroyar in Faroese, which translates to "Sheep Islands," reflecting the islands' early agricultural practices and the significance of sheep farming to their economy. The islands were likely settled in the 9th century by Norse farmers fleeing from Norway. These settlers brought barley and sheep, which were crucial for their subsistence. The early culture was heavily influenced by Norse mythology, similar to other Scandinavian regions.

During the medieval period, the Faroe Islands were part of the Kingdom of Norway. They were governed by local chieftains and developed a unique culture that blended Norse traditions with influences from the British Isles, particularly from Scotland and Ireland. In the 14th century, the islands came under Danish control as part of the Kalmar Union, which united the crowns of Denmark, Norway, and Sweden. Following the dissolution of the union in the early 16th century, these islands remained a part of Denmark, although they retained a degree of local governance.

In the 20th century, these Islands experienced significant political and economic changes. They gained home rule in 1948, allowing for greater self-governance while remaining an autonomous territory within the Kingdom of Denmark. The fishing industry became the backbone of the Faroese economy, although it faced challenges, including economic downturns and unemployment in the late 20th century.

Nordic Influence on the Culture of Faroe Islands

The culture here is deeply rooted in Nordic traditions. Because of its long isolation from major cultural movements in Europe, the islands have preserved much of their traditional culture. **Faroese** is the primary language spoken on these islands. It is one of the three North Germanic languages that grew from Old Norse; the language spoken during the Viking Age. Faroese is closely related to Icelandic, Norwegian, Danish, and Swedish.

The second widely spoken language is **Danish**, and most people there can speak and write it. Many Faroese people also understand and can speak Icelandic, Norwegian, English, and Swedish.

Religion is important here and is deeply intertwined with the community's identity and traditions. The predominant faith is **Lutheran Christianity**, which has been historically linked to both Norway and Denmark.

The Faroese people are known for their warmth and hospitality. They have a strong tradition of storytelling, which plays a significant role in their social interactions and cultural identity. Community life is vibrant and focuses on family and social gatherings.





Explore the Stunning Beauty of the Islands

The Faroe Islands are the hidden gem that gained popularity because of the visual storytelling on Instagram. These islands cover all sorts of treasures - stunning waterfalls, beaches, and mountains. Here are some of the places that you can visit during your trip.

Múlafossur Waterfall

It is a stunning natural attraction located near the village of Gásadalur. Before 2004, the only way to reach Gásadalur was by hiking a steep trail over the mountains. Now, a tunnel connects the village to the road from Vágar airport, making it much easier to visit.

Tórshavn

It is the capital of these Islands and is known for its charming streets, colorful harbor, and excellent dining options. This place is best if you are interested in nightlife, shopping, and bars.

Tjørnuvík

It is a little village on the island of Streymoy and is known for its beautiful black-sand beach and stunning views of the sea stacks called Risin og Kellingin (the Giant and the Witch). Here, you can explore a local shop that sells antiques and whale bones or enjoy some delicious waffles and coffee at a cozy café.

Trelanípan

If you've seen pictures of Lake Leitisvatn (also known as Lake Sørvágsvatn) on social media, you might recognize it as one of the most famous sights in the Faroe Islands. From certain angles, it looks like the lake is floating above the ocean, creating a stunning optical illusion.

Gjógv

It is a small fishing village known for its beautiful gorge, which provides a safe harbor. The drive to Gjógv is stunning as the road winds down through green hills filled with sheep and leads to the sea. In the village, you'll find charming whitewashed houses with turf roofs, a small church, and only a few residents.

Dranganir Sea Arch

It is located on a triangular-shaped island just off the coast of Bøur. You can enjoy views of this impressive natural formation from the shore or take a boat ride around it and the nearby island of Tindhólmur.





The Traditional Flavors of the Islands

Faroese cuisine is a unique blend of traditional practices and modern culinary innovation and is deeply influenced by the islands' remote location in the North Atlantic. It primarily revolves around seafood and lamb, which are found in abundance here. The most renowned seafood includes haddock, plaice, halibut, herring, and shrimp. The islands are mostly famous for their salmon for its amazing quality. Sheep are the most common farm animals, and their meat is a staple in the local diet. A traditional delicacy is skerpikjöt, which is a well-aged, wind-dried mutton, and showcases the Faroese method of preserving meat.

In recent years, young chefs have incorporated local ingredients into innovative dishes that have gained recognition, even earning Michelin-star status. This led to the Faroe Islands being dubbed the “new Nordic food frontier”.



Tip for Travelers

- ➔ The Faroe Islands use the Faroese Króna, which is equivalent to the Danish Krone (DKK).
- ➔ The weather is unpredictable, so it's recommended to pack layers and waterproof gear. Renting a car is suggested for exploring the islands, but be cautious because of sheep on the roads.
- ➔ These Islands can be expensive, so consider self-catering accommodation. Popular spots like Mykines Island require advance booking. Some locations also have entry fees.
- ➔ There's a range of accommodation options. Booking in advance is recommended, especially during peak season. Check opening times for restaurants and cafes, as many close on Sundays and national holidays.
- ➔ Alcoholic drinks are only sold in specific shops and establishments. It's cheaper to buy from Duty-Free shops at the airport or ferry.



The Faroe Islands are stunning and a perfect destination to soak in the natural beauty and explore the authentic traditional culture of Nordic and Vikings. Add this amazing place to your bucket list and make sure to tick it off when you plan your next vacation.





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TIME FRAME



ARAB TAKTING
MANAGEMENT
JUST IN TAKT





ONLINE BUSINESS IDEAS FOR STUDENTS

TURNING SKILLS INTO INCOME

Back when I was in college, I was always short on cash. Between paying for books, grabbing meals, and hanging out with friends, it felt like my wallet was always empty. I tried a couple of part-time jobs, but they didn't give me much time for studying—or myself. That's when I started looking for ways to make money online. It seemed like a long shot at first, but I soon realized there were so many simple ways to earn from home using just my laptop and the skills I already had.

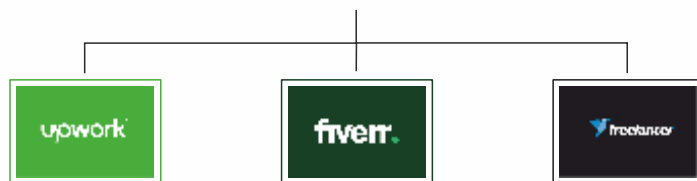
Starting an online business helped me cover my expenses and gave me a sense of freedom and confidence. If you're a student dealing with the same struggles, don't worry—there are plenty of online business ideas for students that are easy to start and flexible enough to fit into a busy schedule. Here are some of the best ones to get you going.

Here Are the Top 8 Online Business Ideas for Students

1. Freelance Writing

One of the easiest online business ideas for students is freelance writing. If you have a knack for crafting articles, essays, or blog posts, there's no shortage of clients looking for writers. Platforms like **Upwork**, **Fiverr**, and **Freelancer** are great places to start. Students can write for blogs, businesses, or even academic platforms while earning per project or word count.

To get started, create a portfolio showcasing your writing samples. Focus on topics you're knowledgeable about or passionate about to attract the right clients.



Why Is Freelance Writing Perfect For Students?

- It requires no upfront investment.
- You can work on your own schedule.
- Writing improves research and communication skills, which are valuable for academic success.

2. Social Media Management

If you're already spending hours on social media, why not turn that time into money? Social media management is a top contender when discussing online business ideas for students. Businesses need help managing their Instagram, Facebook, Twitter, or TikTok accounts, and students can offer their skills to create engaging posts, grow followers, and interact with customers.

Learning tools like Canva for design and Buffer for scheduling can help you create a professional approach. Offer your services to small businesses, startups, or influencers who don't have time to handle their accounts.



Why Is Social Media Management Perfect For Students?

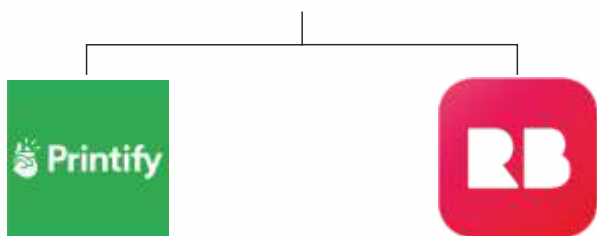
- You can utilize your familiarity with social media trends.
- It's an in-demand skill that businesses need.
- You can manage multiple clients remotely.



3. Print-on-Demand (POD) Business

For creative students, starting a print-on-demand business is an excellent option. Platforms like **Printify** and **Redbubble** allow you to design custom products like t-shirts, mugs, and phone cases without handling inventory. Once a customer places an order, the platform handles production and shipping while you earn a commission.

Among all online business ideas for students, this one is perfect for those with graphic design skills. Use tools like Adobe Illustrator or Canva to create eye-catching designs. Promote your products through social media or Etsy to reach a broader audience.



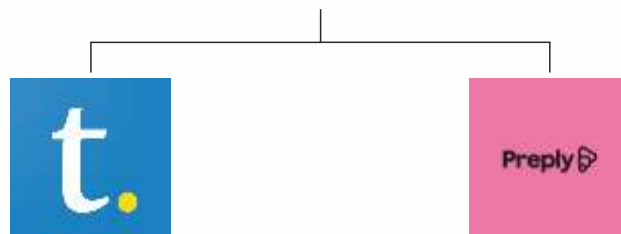
Why is it perfect for students?

- It requires minimal upfront costs.
- There's no need to manage inventory or shipping.
- It allows creative expression.

4. Online Tutoring

Students who excel academically can turn their knowledge into a profitable online tutoring business. Teaching subjects like math, science, or languages is always in demand, and platforms like **Tutor.com** and **Preply** make it easy to connect with students globally. You can also offer tutoring services directly through video conferencing platforms like Zoom or Google Meet.

This is one of the most rewarding online business ideas for students because it helps others while sharpening your own understanding of subjects. Focus on subjects you're confident in and create structured lesson plans to deliver value to your students.



Why Is Online Tutoring Perfect For Students?

- You can set your own hours and rates.
- It builds confidence and teaching skills.
- It provides consistent income.

5. Start a Dropshipping Business

Dropshipping is another low-cost option on the list of online business ideas for students. With dropshipping, you sell products online without having to stock them yourself. Instead, you work with suppliers who ship products directly to customers. Platforms like **Shopify** and **AliExpress** make it easy to set up a dropshipping store.

Pick a niche that interests you, such as fitness gear, gadgets, or fashion accessories. Focus on creating an attractive online store and promoting it through social media or Google Ads.



Why Is Dropshipping Perfect For Students?

- No need for inventory or large investments.
- You can run the business from anywhere.
- It teaches valuable skills like marketing and customer service.

6. Start a YouTube Channel

Creating video content has become one of the most lucrative online business ideas for students. Whether you're into tech reviews, study tips, or vlogging your daily life, YouTube provides endless opportunities to earn through ads, sponsorships, and affiliate marketing.

All you need is a good camera (even a smartphone will do) and video editing software like iMovie or Adobe Premiere. Consistency is key, so upload videos regularly and engage with your audience to grow your channel.



Why is it perfect for students?

- You can share your passions and hobbies.
- It offers long-term income potential.
- You gain skills in video production and content creation.

7. Start an Affiliate Marketing Blog

If you enjoy writing and recommending products, starting a blog is a fantastic way to earn passive income through affiliate marketing. Affiliate marketing involves promoting products or services through special links; every time someone makes a purchase through your link, you earn a commission.

Choose a niche like beauty, tech gadgets, or college lifestyle, and create engaging blog content that includes affiliate links. Platforms like WordPress or Blogger are great for building a blog. Over time, this can turn into one of the most profitable online business ideas for students.



Why Is Affiliate Marketing Perfect For Students?

- Minimal startup costs are required.
- It generates passive income over time.
- It builds expertise in a niche you're passionate about.



8. Graphic Design Services

For students with artistic skills, offering graphic design services is a lucrative option. Small businesses, YouTubers, and content creators constantly need logos, social media graphics, and banners. Websites like Fiverr and Upwork connect graphic designers with clients globally.

If you don't have experience, start by practicing with tools like Canva, Adobe Photoshop, or Illustrator. Build a portfolio showcasing your best work to attract clients.



Why is it perfect for students?

- High demand for creative work.
- Flexible hours that fit around your studies.
- It allows you to charge per project or hourly.

Conclusion

Starting a business while studying may seem overwhelming, but with the right approach and dedication, it can be rewarding both financially and personally. The digital age has made it easier than ever for students to pursue their entrepreneurial dreams. Whether you're passionate about teaching, designing, or social media, these online business ideas for students offer the perfect starting point to earn money flexibly.

By leveraging your skills and exploring opportunities online, you can achieve financial independence while gaining valuable experience for the future. If you've been thinking about starting something of your own, now is the time to take that first step!





Love is the only way





The Iconic Ice Cream Chain with Endless Flavor Adventures

Did you know Baskin-Robbins, the **American multinational ice cream chain**, uses a unique “**31 flavors**” concept, offering **different flavors for each day of the month**? This innovative approach captures the heart of ice cream lovers and sets the brand name in the competitive dessert market. Today, it is available in **8,000 locations** worldwide, making it the largest chain globally. In the last year, it generated a revenue of approximately **\$1.4 billion** which reflects its impressive growth and success.

In this article, you will learn about the rich history of the company, its marketing strategies, the story behind its logo, challenges, and some of its interesting facts.





Brand History of Baskin-Robbins



Baskin-Robbins kicked off in **1945** when **Burt Baskin** and **Irv Robbins** opened their first ice cream shop in Glendale, California. They envisioned a place where ice cream lovers could explore a wide range of flavors, delighting customers with unique and delicious options.

In its early years, the company quickly gained popularity, introducing favorites like **Pralines 'n Cream** and **Mint Chocolate Chip**. The company began franchising in 1948, expanding its reach beyond California and becoming a go-to destination for ice cream across the United States.

In 1967, the company joined forces with **Dunkin' Donuts**, further boosting its growth. Over the years, the brand has adapted to changing tastes by adding exciting new flavors and products while staying true to its roots. It continues to win hearts with its creativity and delicious treats, ensuring that ice cream lovers everywhere have something to smile about.



Story of Baskin-Robbins Logo



The Original Logo (1945)

The first logo was simple and featured the brand name in bold letters. This design reflected the straightforward vision of founders Baskin and Robbins when they opened their first ice cream shop in Glendale, California.



A Colorful Transformation (1953)

As the brand expanded, it needed a more vibrant and recognizable logo. The goal was to capture the fun and inviting atmosphere of the ice cream parlor.



The Iconic Pink and Blue Logo (1953)

The new logo introduced playful pink and blue colors, quickly becoming a symbol of joy. It cleverly combined the letters “B” and “R,” while hiding the number “31” in the pink section, representing the idea of offering a different flavor for each day of the month.

Keeping It Fresh Over Time

The logo has seen minor updates to keep it modern and engaging. Despite these changes, the pink and blue colors have remained a signature feature, highlighting the brand's playful spirit.

Today's Meaning

The logo stands for **quality** and **creativity** in the ice cream industry. It invites ice cream lovers everywhere to enjoy delicious treats, making it an instantly recognizable symbol of indulgence.

Baskin-Robbins Market Strategies...

1. It keeps trying to invite consumers with multiple innovations - offering seasonal flavors, giving a limited-time offer, customizable options, and a wide range of designs, shapes, and sizes.

- The company offers seasonal flavors throughout the year, capturing consumers' interest during holidays, special occasions, and weather changes.
- The company offers limited-time offers for different flavors available only for a fixed period.
- To appeal to diverse tastes and dietary requirements, it offers customizable ice cream sundaes, milkshakes, and cups.
- Products are available in different shapes, designs, and sizes to reach the maximum consumers at the time.

2. Many ice cream lovers have different tastes, colors, designs, and sometimes ingredients to check in ice creams they are eating. The company ends all these concerns at a single point for you whether buying for kids and families, you're health conscious, or any premium ice cream enthusiast needs outstanding tastes or flavor.

3. To gain customer loyalty and gain more consumers attention, the company runs programs like birthday clubs and rewards for multiple customers.

4. Through sports sponsorships, charitable alliances, seasonal campaigns, and collaborating with iconic brands the company expands its reach and draws new audiences.

5. To provide an incredible in-store experience, and attract and retain consumers, the company focuses on a welcoming atmosphere, interactive elements, and unique product presentations.





What Are the Challenges Faced by Baskin-Robbins?

The company faces several challenges in the ice cream market. Customers now prefer healthier, low-sugar, and plant-based options, so the brand has to adjust its menu. Competition from other brands and small ice cream shops adds more pressure, and sales can drop during colder months. Managing franchises worldwide is also tough, as it's hard to keep the quality consistent across all locations. Rising costs for ingredients and labor make it harder to maintain profits. Lastly, with more people using online services, Baskin-Robbins needs to keep up by offering mobile ordering, delivery, and better digital engagement.



5 Interesting Facts About Baskin-Robbins You Didn't Know

01

In 1953, when the brothers-in-law Baskin and Robbins decided to merge their stores and name as a single company, they faced conflict with the name of the company. They settled it with a **coin flip**, with the winner's name appearing first.

02

Many celebrities, including **Barack Obama and Julia Roberts**, have worked for the company before they gained fame. Their connection with it adds a fun link to the brand's history and popularity.

03

Burt Baskin passed away from a heart attack in **1967**, shortly after selling the company to United Fruit Co. His death marked changes, Robbins had to manage double roles and responsibilities to take the company forward.

04

The company holds the **Guinness World Record** for the **largest cup of ice cream weighing 8,865 pounds**. This record highlights its playful yet ambitious spirit in the dessert world.

05

"31 flavor" concept doesn't mean the company makes ice cream in 31 flavors, it has more than **1,300 flavors** including limited edition varieties that continue to surprise and delight customers.





Conclusion...

Starting with a small vision to provide delicious flavors and tastes in ice cream, and later holding its name in the Guinness World Record for making the world's largest cup of ice cream, the story of Baskin-Robbins is one of innovation, growth, and dedication. Over the years, the company has delighted customers with its creative offers, new flavors, and experience. Today, it is inspiring newcomers in the dessert industry, setting a benchmark for quality, creativity, and customer satisfaction.

LESS CO₂

SHEVAM
HOTEL



A still life composition on a dark blue background. On the left, a lit candle with a warm orange glow is partially visible. Above it, a large, textured green leaf curves downwards. Below the candle, several smaller leaves in various shades of green and yellow are scattered. The text 'MORE LIFE' is centered in the upper half, and 'WHOLESOME LIVING' is in the bottom right corner.

MORE LIFE

WHOLESOME LIVING

34 BRANDS THAT OFFER STUDENT DISCOUNTS

When I first started college, managing my finances was a constant challenge. Between tuition, textbooks, and basic living expenses, there wasn't much left for extras like a new laptop or even a night out with friends. That's when I discovered a lifesaver—student discounts. From tech giants like Apple to my favorite fast-food spots, so many brands offered exclusive deals for students. These discounts made life a little easier, and I still remember how much they helped. If you're a student trying to stretch your budget, here are some great brands that offer student discounts to check out.

Major Retailer Brands That Offer Student Discounts

1. Amazon:

Amazon offers a great deal with its Prime Student membership. Students enjoy six months of free Prime access, followed by a discounted rate of \$7.49 per month. This includes perks like free two-day shipping, 10% off flights and hotels, and even homework help. For students managing busy schedules, this is a game-changer.

2. Sam's Club:

College students can score discounted memberships through UNiDAYS. Deals include \$40 off a Sam's Club Plus Membership and a \$45 eGift Card when you spend \$45. Signing up is free and unlocks exclusive savings.

3. Target:

Through Target Circle's College Student Appreciation program, students receive 15% off select purchases. Signing up requires student ID verification, and discounts are perfect for dorm room essentials or everyday necessities.



4. Costco:

New Gold Star Members can save big at Costco with a \$30 Digital Costco Shop Card for students. Membership through UNiDAYS ensures consistent savings on bulk purchases—a boon for frugal students.

Technology Brands That Offer Student Discounts

5. Apple:

Students save on MacBooks, iPads, and accessories with Apple's education pricing. A



MacBook Air, for example, is priced at \$999 for students instead of \$1,099. Parents of students are also eligible for these discounts.

6. Microsoft:

Microsoft offers up to 10% off computers and accessories for students. Additionally, Office 365 is free for students, which is invaluable for academic work.

7. Dell:

Dell provides exclusive discounts on laptops and accessories when students register with a valid academic email. Current deals include \$300 off the XPS 15 Laptop.

8. Adobe:

Creative students can enjoy Adobe's Creative Cloud for \$19.99/month, significantly lower than the regular price of \$54.99/month. Access to tools like Photoshop and Illustrator is essential for design students.

9. Lenovo:

Lenovo offers an extra 5% off for students, verified via ID.me. This includes laptops, monitors, and accessories, making it easier to gear up for academic success.

Clothing Brands That Offer Student Discounts

10. J.Crew:

J.Crew provides a 15% discount to students both in-store and online. This deal is perfect for professional or casual attire needs.

11. Levi's:

Levi's makes denim more affordable with 15% off online purchases after student verification.

12. Tommy Hilfiger:

Students receive 15% off in-store and online at Tommy Hilfiger by signing up via ID.me.

13. Hanes:

For wardrobe basics, Hanes offers 10% off online purchases for verified students.

14. The North Face:

Outdoor enthusiasts can enjoy a 10% discount on The North Face's full-price items by verifying their student status.

Restaurants Brands That Offer Student Discounts

15. McDonald's:

Get a free Cheeseburger, Mayo Chicken, or McFlurry with any Extra Value Meal purchase. Just show your student ID at participating locations.

16. Dunkin':

Start your mornings right with 10% off at Dunkin'. Simply flash your student ID.

17. Buffalo Wild Wings:

Students can enjoy 10% off meals at many Buffalo Wild Wings locations—great for game nights with friends.

18. Taco Bell:

Participating Taco Bell outlets provide a 10% discount to students craving quick bites like Crunchwrap Supremes.

19. IHOP:

IHOP offers students 10% off their meals at participating locations, perfect for late-night pancakes or study breaks.

Travel and Transportation Brands That Offer Student Discounts

20. Amtrak:

Students aged 17–24 can save 15% on train travel by booking at least one day in advance.

21. United Airlines:

Travelers aged 18–23 get a 5% discount on flights booked through the United app.

22. Greyhound:

Greyhound offers 10% off fares with the Student Advantage Card, available for \$30 annually.

23. Hotels.com:

Through UNiDAYS, students can unlock discounts of up to 40% on last-minute hotel bookings.

24. FlixBus:

FlixBus provides a 15% discount for students who register through Student Beans.

Entertainment Brands That Offer Student Discounts

25. Spotify Premium + Hulu:

Students get Spotify Premium and Hulu for just \$4.99/month—a significant discount from the regular \$17.98 combined price.

26. YouTube Premium:

Enjoy ad-free videos and music for \$7.99/month with YouTube's student discount.

27. The Washington Post:

Students can access The Washington Post for just \$1 every four weeks, ideal for staying updated on current events.

28. Paramount+:

Paramount+ Essential plans cost students \$4.50/month, down from the usual \$5.99.

29. AMC Theaters:

AMC offers discounted ticket pricing to students. Just present a valid ID at participating locations.

Home Goods Brands That Offer Student Discounts

30. GhostBed:

Students enjoy 50% off their entire order at GhostBed, ensuring restful sleep during demanding semesters.

31. Mattress Firm:

Mattress Firm offers 20% off select items and an additional 10% off Purple products for students.

32. Brooklyn Bedding:

Brooklyn Bedding provides a generous 30% discount plus free shipping for verified students.

33. Puffy:

Students can save up to \$1,425 on mattresses with Puffy's student discount program.

34. Helix:

Helix offers 15% off mattresses when students verify eligibility through UNiDAYS.

Conclusion

As a student, the right discounts can ease financial stress while ensuring access to high-quality products and services. Whether it's tech for school, meals on a budget, or travel home, these brands that offer student discounts make life more affordable. Take advantage of these offers by verifying your student status through platforms like UNiDAYS or ID.me and enjoy significant savings throughout your academic journey.



An underwater scene with a deep blue color palette. Sunlight rays penetrate from the top right, creating a dramatic effect. The foreground is filled with diverse coral reefs and several fish, including a prominent striped fish on the left. The text is overlaid on the right side of the image.

FEEL AS UNSTO
THE GREAT WHITE SH
IN THE DI

POPPABLE AS SHARK THAT HUNTS DEEP SEA

COOL GUYS SMELL LIKE THE OUTDOORS. LUCKILY WE'VE GOT YOU COVERED
WITH ALL THE EARTHY SMELLS LIKE THE DEEP SEA. LITERALLY.

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